



# Success Story

**BUFFALO DISTRICT OFFICE** District Director, Franklin J. Sciortino

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## Local Boutique Owner Gets Business Start-up Assistance

*Janie's Emporium named after grand-mother who was pioneer*

**BUFFALO, NY** – Start-up owner and fashion curator Alisha Taggart-Powell always knew she wanted to settle down and start her own business, but was constantly occupied with other projects and working a full-time job.

“Starting a boutique has been on my mind since I was a little girl,” says Alisha. “My grand-mother started several businesses and was a pioneer who started all on her own.”

With a diverse educational background, Alisha had the will all to get started but knew she needed additional assistance in business planning, building contacts and finding resources to help her business grow.

And so, when it came to start-up assistance, Alisha had to seek help. She found it at the U.S. Small Business Administration and SCORE Buffalo Niagara’s Annual Straight Talk conference where the contacts and resources she received helped her to successfully launch, Janie’s Emporium in Kenmore, New York.

Straight Talk, a half-day conference inspiring entrepreneurship, offers future and current entrepreneurs one-on-one business counseling, networking opportunities, education, training, and the opportunity to meet area business resources.

“Straight Talk supplied me with unlimited resources and contacts to shift from a full-time employee to an entrepreneur,” Alisha said. “Not only did I attend the Straight Talk conference, I also attended all eight Straight Talk series workshops, and I will be in attendance this year as well.”

This year, Alisha will join Horace Miller, L&M Landscaping as one of two presenters at Straight Talk’s “We Did It; You Can Too”. Alisha and Horace will share their stories of inspiration, survival tips, and the ups and downs of her business success.

The Straight Talk series will begin on January 30 and will be held for eight successive Tuesdays for two months from 5:45 p.m. to 8:30 p.m. The Straight Talk series gives more information about starting, running, or growing a business.

Following the conference, Alisha was accepted into the UB Allstate Minority and Women Emerging Entrepreneurs (MWEE) program. Alisha graduated from the program, but credits the Straight Talk

conference for making it possible. Alisha said, “the conference provided that opportunity for me, absolutely.”

Shop Janie’s Emporium anytime online at [www.janiesemporium.com](http://www.janiesemporium.com) , on the road with her pop-up boutique or in store to view the many handcrafted jewelry, home accents, fashion, and bath and body products. Janie’s also hosts private events at the boutique, meetings for your staff, brunch get-togethers, birthday parties, and other special occasions – all while enjoying food, music and shopping.

Alisha enjoys all aspects of operating her own business, but admits there always will be room to grow and expand. “Do your research; attend Straight Talk on Saturday, January 20 from 8:00 a.m. to 1:00 p.m.

Straight Talk 2018 is the 22<sup>nd</sup> annual presentation of this program which over the years has attracted thousands of participants. The upcoming half-day seminar will provide entrepreneurs with seminars that include; “Business Basics”, Maximize Opportunities through Federal, State, and Local Certifications”, “Social Media Marketing”, “Show Me the Money,” “Make Yourself Credit Worthy”, “Navigating Your Business through Permits and Taxes”, “We Did It; You Can Too”, and ”Home Based Business Issues”.